ADVERTISING

In this section you will find some 30-odd ways of putting this attraction's strong points over strongly. Naturally, the big note we hit plays on the success of the legit show and the important fan news that Cagney and O'Brien are together for the first time in 2 years. We combine these two factors in a layout treatment which, from observation and after extensive meetings with managers, we know you prefer.

They're Here!—And
THEY'RE A
howl!
Every roar-packed scene of Broadway's screaming 2-year success is on the screen!
Bella and Samuel Spewack's
BOY MEETS GIRL
(from the play produced by George Abbott)
Co-Starring JAMES CAGNEY and PAT O'BRIEN
Back in action for their first big show together since 'Ceiling Zero'—and everybody's celebrating!
Screen Play by Bella and Samuel Spewack
Marie Wilson
Ralph Bellamy
Frank McHugh
Dick Foran
Directed by LLOYD BACON for WARNER BROS.

Mat 501 — 75c — 1015 lines

Mat 402 — 60c — 716 lines

This ad also shown in 2-column size on page 4. Can be had in 3-column size (not shown) by ordering Mat 308 — 45c — 402 lines.

CLAP YOUR HANDS!
BLOW YOUR HORNS!
THEY'RE BACK IN ACTION AGAIN!
First grand Warner Bros. hit together for Jimmy and Pat since 'Ceiling Zero'—and their best ever!
WHAT A SHOW IT WAS! (A Smash in 235 Cities!) WHAT A PICTURE IT IS! (186 More Laughs than the Play!)
Bella and Samuel Spewack's
BOY MEETS GIRL
Meet Jimmy's New Gal (Pat's too!)
She's Marie Wilson, lovely, lovable and a big new laugh-getter!
A Slight Case of Merger!
Ralph Bellamy gets in on the famous Cagney-O'Brien Battle—what fun!
Look, Fellahs, They're Dancing!
(From the play produced by George Abbott)
JAMES CAGNEY
HILARIOUSLY CO-STARRED WITH PAT O'BRIEN
with
MARIE WILSON
RALPH BELLAMY · FRANK McHUGH · DICK FORAN
Directed by LLOYD BACON · Screen Play by Bella and Samuel Spewack

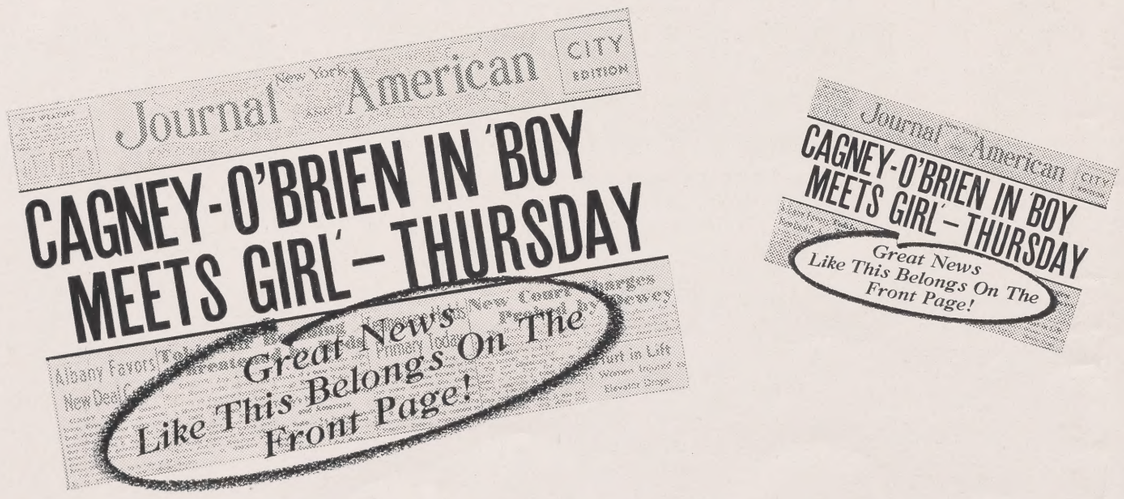
Mat 310 — 45c — 408 lines

JAMES CAGNEY
BOY
Bella and Samuel Spewack's
PAT O'BRIEN
MEETS
These other laugh-stars, besides!
MARIE WILSON
RALPH BELLAMY
FRANK McHUGH · DICK FORAN
Directed by LLOYD BACON
Screen Play by Bella and Samuel Spewack
GIRL
How You'll Howl!
(Have you heard about the laugh-panic in 235 cities last season? The play did it!) Gosh, oh gosh, how much more you'll enjoy Warner Bros.' first great co-starring picture in two years for Jimmy and Pat!
Stage Play Produced by George Abbott

Mat 209 — 30c — 400 lines

This ad also shown in 1-column size on page 7.

Here's a Trick:

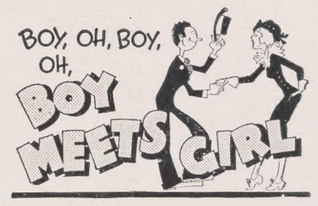

Journal American
CITY EDITION
CAGNEY-O'BRIEN IN 'BOY MEETS GIRL'—THURSDAY
Great News Like This Belongs On The Front Page!
Journal American
CAGNEY-O'BRIEN IN 'BOY MEETS GIRL'—THURSDAY
Great News Like This Belongs On The Front Page!

By substituting the mast-head of your local paper which will carry this ad, you should be able to get an unusual teaser effect in small space. You may prefer to use them as underliners in the ad of your prior attraction; or as teasers, with your theatre slug underneath or worked into the headline. If your paper sells small display space on the front page, we suggest the single-column size used that way. *No mats available.*

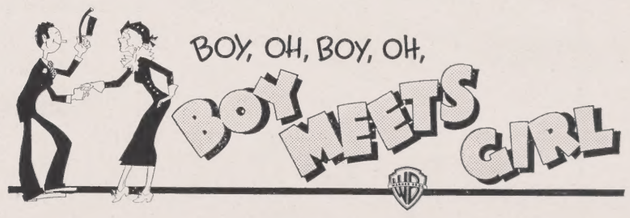
UNDERLINERS

If you can find a spot for these, they should pay-off nicely in extra attention focused on your playdate.

By adding full billing you will have a complete small space ad.



Mat 118 — 15c — 17 lines



Mat 213 — 30c — 36 lines

It's Here!!

On the screen after two years as a howling stage smash in 235 cities!

Bella and Samuel Spewack's

BOY MEETS GIRL

Stage Play Produced by George Abbott

Co-Starring

JAMES CAGNEY

and PAT O'BRIEN

with

MARIE WILSON
RALPH BELLAMY
FRANK McHUGH
DICK FORAN
Directed by LLOYD BACON

Screen Play by Bella and Samuel Spewack

Be Here!!! Thursday

THEATRE

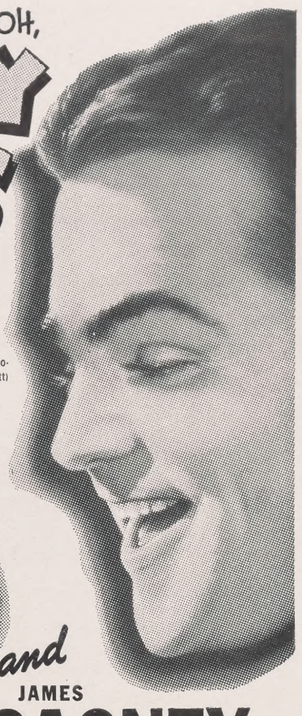
Mat 208 — 30c — 562 lines

BOY, OH, BOY, OH,

Bella and Samuel Spewack's

BOY MEETS GIRL

(From the Stage Play Produced by George Abbott)



and JAMES CAGNEY

PAT meets O'BRIEN again!

with MARIE WILSON

RALPH BELLAMY · FRANK McHUGH · DICK FORAN · Directed by LLOYD BACON

Screen Play by Bella and Samuel Spewack · A WARNER BROS. PICTURE

Mat 216 — 30c — 178 lines

This ad also shown in 4-column size on page 2. Available in 3-columns — Mat 308 — 45c — 402 lines.

LAFF! LAFF! LAFF! LAFF! LAFF! LAFF!

Snap out of it SCRANTON!

What you need is fun! . . . Have a lot of it! Have a loud laugh – it's good for you! It's easy to do if you come on down to the one spot in town where there's more fun than you've seen under one roof before! Boys, meet your girls! Girls, meet your boys! Join all your friends at the picture that gives Old Man Blues the gong!

Bella and Samuel Spewack's

BOY MEETS GIRL

(From the play produced by George Abbott)

100 TIMES FUNNIER—1000 TIMES FASTER THAN THE 2-YEAR STAGE HIT!

Hilariously Co-Starring, for Their First Appearance Together Since 'Ceiling Zero'

JAMES CAGNEY

and

PAT O'BRIEN

with

MARIE WILSON

RALPH BELLAMY · FRANK McHUGH · DICK FORAN · Directed by LLOYD BACON

Screen Play by Bella and Samuel Spewack · PRESENTED BY WARNER BROS.

"LAUGH! AND THE WORLD LAUGHS WITH YOU!"

Mat 307 — 45c — 417 lines

Here's an approach a bit off the beaten path. Read the copy and if the psychological slant is timed right for your situation, all you need do is change the city name in the headline and it's yours. We discussed this slant with several exhibitors in varied territories and most agreed that it would work in their locality. A couple, though, plan to use the top copy area for reviews boosting the comedy angle.

OPENING-DAY ADS

LOOK WHO'S BACK IN BOSTON!

Yes! *Yes!* YES!—It's Jimmy and Pat—howling, scrapping, rioting as never before in their first roaring hit together in two long years!

More laughs than all their other shows put together!

Bella and Samuel Spewack's

BOY MEETS GIRL

(From the play produced by George Abbott)

Play critics called it the greatest comedy the stage has ever known—imagine it screened by Warner Bros. with this sensational cast!

JAMES

CAGNEY

PAT

O'BRIEN

with

MARIE WILSON

RALPH BELLAMY • FRANK McHUGH • DICK FORAN

Directed by LLOYD BACON

Screen Play by Bella and Samuel Spewack

Mat 309 — 45c — 645 lines

Be sure to substitute your own city name in the headline.

Wait No Longer! Look No Farther!
. . . Come today for the swellest fun your entertainment-money can buy!
JAMES
CAGNEY
PAT
O'BRIEN
Bella and Samuel Spewack's
BOY MEETS GIRL
(Stage Play Produced by George Abbott)
Better Than The 2-Year-Run Stage Hit! . . . with
MARIE WILSON
RALPH BELLAMY • FRANK McHUGH • DICK FORAN
Directed by LLOYD BACON • Screen Play by Bella and Samuel Spewack
PRESENTED BY WARNER BROS.
WHEE! SLAP-HAPPY DAYS ARE HERE AGAIN!

Mat 214 — 30c — 210 lines

This ad also shown in 1-column size on page 8.

Hooray! To-day!
Bella and Samuel Spewack's
BOY MEETS GIRL
(Stage Play Produced by George Abbott)
and JAMES
CAGNEY
meets PAT
O'BRIEN
again!
with MARIE WILSON
RALPH BELLAMY • FRANK McHUGH • DICK FORAN • Directed by LLOYD BACON
Screen Play by Bella and Samuel Spewack • A WARNER BROS. PICTURE

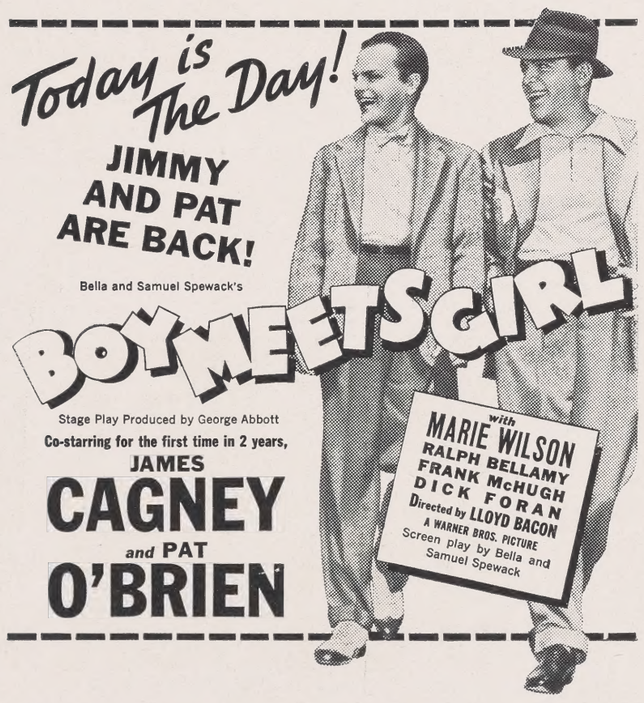
Mat 303 — 45c — 345 lines

This ad also shown in 2-column size on page 7.

Hey, O'Brien! I hear they're opening 'BOY MEETS GIRL' in Newark, Thursday. That thrills me, Pat, it really does! In fact, I'm so excited I've gone right out and got myself a nice new black-jack to celebrate the occasion—on your skull!
Now, Jamesy, is that a way to talk after all we've been to each other?—Think of "Ceiling Zero"—think of "Here Comes The Navy"—think of "Devil Dogs of The Air" —think, you slug, and I'll bet the shock kills ya!
THEATRE
Bella and Samuel Spewack's
BOY MEETS GIRL
Stage Play Produced by George Abbott
Co-starring for the first time in 2 years,
JAMES
CAGNEY
and PAT
O'BRIEN
with
MARIE WILSON
RALPH BELLAMY · FRANK McHUGH · DICK FORAN
Directed by LLOYD BACON
Screen Play by Bella and Samuel Spewack • A WARNER BROS. PICTURE

Mat 304 — 45c — 294 lines

Be sure to substitute your own city name and opening day in this ad.
This ad is also available in 4-column size. Mat 401 — 60c — 520 lines.

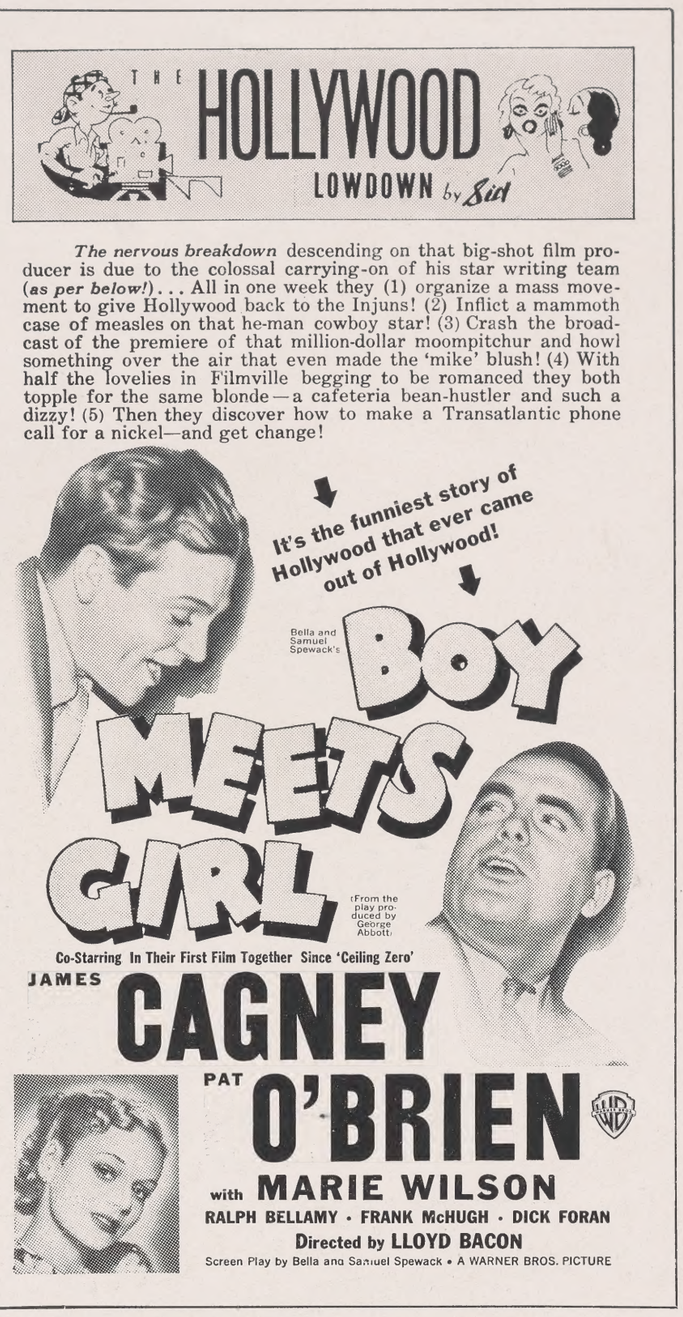


Mat 215 — 30c — 124 lines

This idea appeals to the fans who are Column-Conscious . . . all of whom are, of course, Hollywood-Conscious. If preferred, however, lay-out can be cropped at top of Cagney's head.

Together in their first picture since 'Ceiling Zero' And the sky's the limit for laughs!
Bella and Samuel Spewack's
BOY MEETS GIRL
(play produced by George Abbott)
Co-Starring JAMES
CAGNEY
and PAT
O'BRIEN
with MARIE WILSON
RALPH BELLAMY · FRANK McHUGH · DICK FORAN · Directed by LLOYD BACON
Screen Play by Bella and Samuel Spewack
A WARNER BROS. PICTURE

Mat 121 — 15c — 71 lines


THE HOLLYWOOD LOWDOWN by Sid
It's the funniest story of Hollywood that ever came out of Hollywood!
Bella and Samuel Spewack's
BOY MEETS GIRL
(From the play produced by George Abbott)
Co-Starring In Their First Film Together Since 'Ceiling Zero'
JAMES
CAGNEY
PAT
O'BRIEN
with MARIE WILSON
RALPH BELLAMY · FRANK McHUGH · DICK FORAN
Directed by LLOYD BACON
Screen Play by Bella and Samuel Spewack • A WARNER BROS. PICTURE

The nervous breakdown descending on that big-shot film producer is due to the colossal carrying-on of his star writing team (*as per below!*)... All in one week they (1) organize a mass movement to give Hollywood back to the Injuns! (2) Inflict a mammoth case of measles on that he-man cowboy star! (3) Crash the broadcast of the premiere of that million-dollar moompitchur and howl something over the air that even made the 'mike' blush! (4) With half the lovelies in Filmville begging to be romanced they both topple for the same blonde—a cafeteria bean-hustler and such a dizzy! (5) Then they discover how to make a Transatlantic phone call for a nickel—and get change!

Mat 219 — 30c — 220 lines

ONE BIG LAFF AFTER ANOTHER!
LAFF! LAFF! LAFF! LAFF! LAFF! LAFF! LAFF!
It's the prize-winning play that set all-time laugh records in 235 different cities! It's the glorious Warner Bros. hit that brings Jimmy and Pat together again—with a roar!
Bella and Samuel Spewack's
BOY MEETS GIRL
Stage Play Produced by George Abbott
Co-starring
JAMES
CAGNEY
and PAT
O'BRIEN
with
MARIE WILSON
RALPH BELLAMY · FRANK McHUGH · DICK FORAN · Directed by LLOYD BACON
Screen Play by Bella and Samuel Spewack

Mat 306 — 45c — 273 lines

(ALSO A REVIEW AD)

By raising headline to the required height, quotes from your papers can be economically inserted.

WHAT Laughs!
WHAT Action!!
WHAT Stars!!!
Bella and Samuel Spewack's
BOY MEETS GIRL
(from the play produced by George Abbott)
235 cities rocked with laughter when they saw it on the stage last year!
Starring JAMES CAGNEY and PAT O'BRIEN
with MARIE WILSON
RALPH BELLAMY
FRANK McHUGH · DICK FORAN
Screen Play by Bella and Samuel Spewack
A WARNER BROS. PICTURE

Mat 207 — 30c — 156 lines

delete bottom 2 lines

Hooray! To-day!
Bella and Samuel Spewack's
BOY MEETS GIRL
(Stage Play Produced by George Abbott)
and JAMES CAGNEY
meets PAT O'BRIEN
again!
with MARIE WILSON
RALPH BELLAMY · FRANK McHUGH · DICK FORAN · Directed by LLOYD BACON
Screen Play by Bella and Samuel Spewack · A WARNER BROS. PICTURE

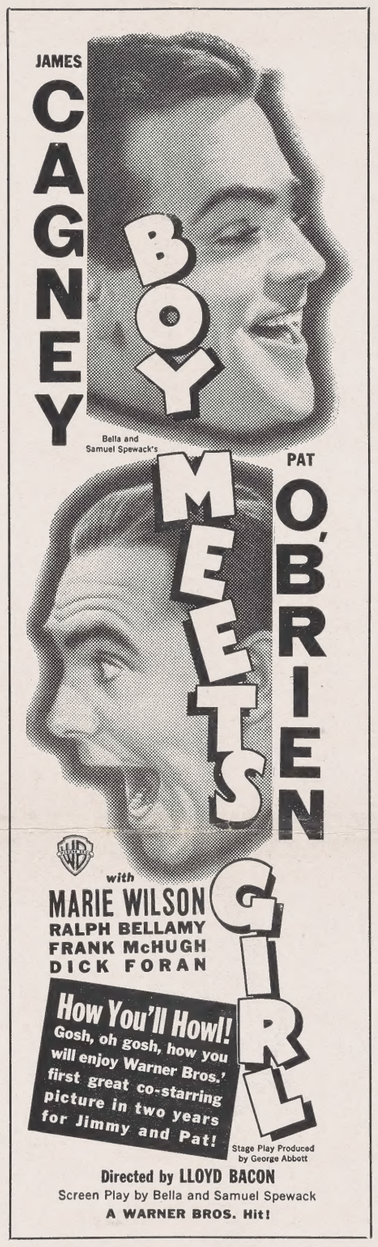
Mat 206 — 30c — 154 lines

This ad also shown in 3-column size on page 5.

IT'S 2 YEARS
Since Memphis cheered them in 'Ceiling Zero'!
IT'LL TAKE 10 YEARS
For Memphis to stop cheering their hilarious co-starring return to the screen in B'way's all-time comedy prize-winner!
Bella and Samuel Spewack's
BOY MEETS GIRL
(from the play produced by George Abbott)
100 TIMES FUNNIER—1000 TIMES FASTER THAN ON THE STAGE!
Starring JAMES CAGNEY and PAT O'BRIEN
with MARIE WILSON
RALPH BELLAMY · FRANK McHUGH
DICK FORAN · Directed for WARNER BROS. by LLOYD BACON
Screen Play by Bella and Samuel Spewack

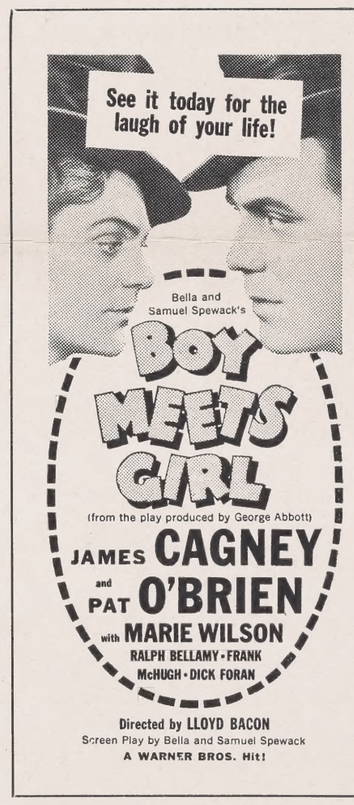
Mat 119 — 15c — 81 lines

Be sure to substitute your own city name in the copy.


JAMES CAGNEY
BOY
Bella and Samuel Spewack's
PAT O'BRIEN
MEETS
with MARIE WILSON
RALPH BELLAMY
FRANK McHUGH
DICK FORAN
GIRL
How You'll Howl!
Gosh, oh gosh, how you will enjoy Warner Bros.' first great co-starring picture in two years for Jimmy and Pat!
Stage Play Produced by George Abbott
Directed by LLOYD BACON
Screen Play by Bella and Samuel Spewack
A WARNER BROS. Hit!

Mat 120 — 15c — 106 lines

This ad also shown in 2-column size on page 3.

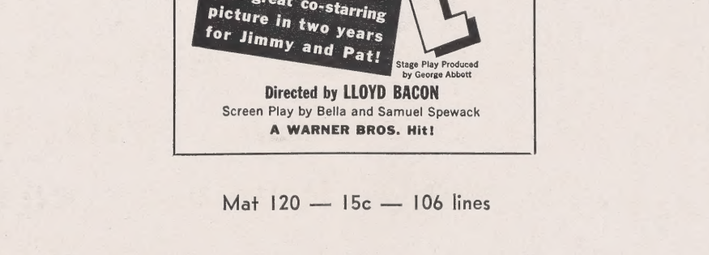

See it today for the laugh of your life!
Bella and Samuel Spewack's
BOY MEETS GIRL
(from the play produced by George Abbott)
JAMES CAGNEY and PAT O'BRIEN
with MARIE WILSON
RALPH BELLAMY · FRANK McHUGH · DICK FORAN
Directed by LLOYD BACON
Screen Play by Bella and Samuel Spewack
A WARNER BROS. Hit!

Mat 122 — 15c — 63 lines

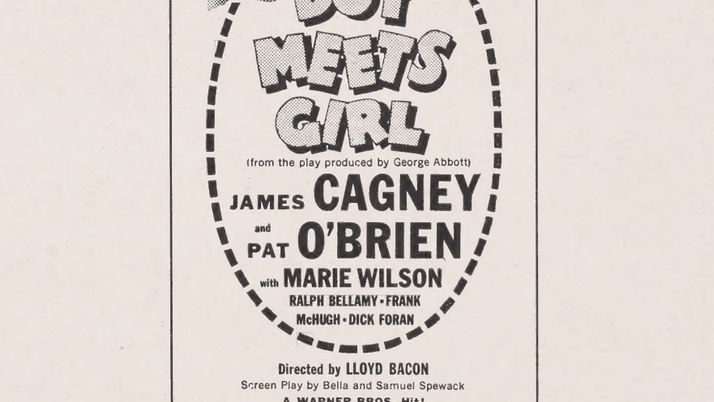
Great stuff, the way we're packing 'em in—eh Patrick?
What else could you expect? Look who's in it--me!
Bella and Samuel Spewack's
BOY MEETS GIRL
from the play produced by George Abbott
It's more fun than you've seen on any screen—and 1,000 more laughs than on the stage!
Co-Starring (for the first time in 2 years)
JAMES CAGNEY AND PAT O'BRIEN
MARIE WILSON · RALPH BELLAMY · FRANK McHUGH · DICK FORAN · Directed by LLOYD BACON
Screen Play by Bella and Samuel Spewack · PRESENTED BY WARNER BROS.

Mat 217 — 30c — 114 lines

Also available in 3-column size. Mat 305 — 45c — 252 lines.


Their first show in two years . . . Their funniest show of all!
Bella and Samuel Spewack's
BOY MEETS GIRL
(from the play produced by George Abbott)
JAMES Together Again! PAT
CAGNEY and O'BRIEN
also MARIE WILSON · RALPH BELLAMY · FRANK McHUGH · DICK FORAN
Directed by LLOYD BACON · Screen Play by Bella & Samuel Spewack · A WARNER BROS. PICTURE

Mat 221 — 30c — 76 lines

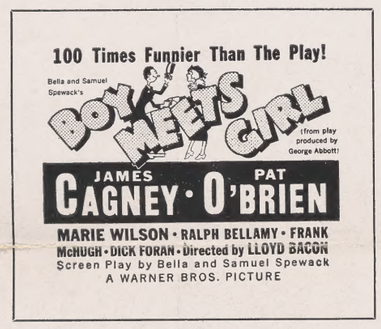

COME IN AND HOWL!
Bella and Samuel Spewack's
BOY MEETS GIRL
(from the play produced by George Abbott)
JAMES Together Again! PAT
CAGNEY and O'BRIEN
also MARIE WILSON · RALPH BELLAMY · FRANK McHUGH · DICK FORAN
Directed by LLOYD BACON · Screen Play by Bella & Samuel Spewack · A WARNER BROS. PICTURE

Mat 220 — 30c — 92 lines

HOLDOVER

THE LAUGHS COME FAST BUT THE CROWDS COME FASTER
–SO THERE WILL BE A
2nd RIP-ROARING WEEK FOR
Bella and Samuel Spewack's
BOY MEETS GIRL
(from the Stage Play Produced by George Abbott)
Millions cheered it on the stage! Millions are raving about it on the screen because it's Warner Bros!
First Co-Starring Show Since 'Ceiling Zero' for
JAMES
PAT
CAGNEY and O'BRIEN
RALPH BELLAMY
FRANK McHUGH
MARIE WILSON
Screen Play by Bella and Samuel Spewack
DICK FORAN
Directed by LLOYD BACON

Mat 218 — 30c — 140 lines


100 Times Funnier Than The Play!
Bella and Samuel Spewack's
BOY MEETS GIRL
(from play produced by George Abbott)
JAMES CAGNEY • PAT O'BRIEN
MARIE WILSON • RALPH BELLAMY • FRANK McHUGH • DICK FORAN • Directed by LLOYD BACON
Screen Play by Bella and Samuel Spewack
A WARNER BROS. PICTURE

Mat 126 — 15c — 22 lines

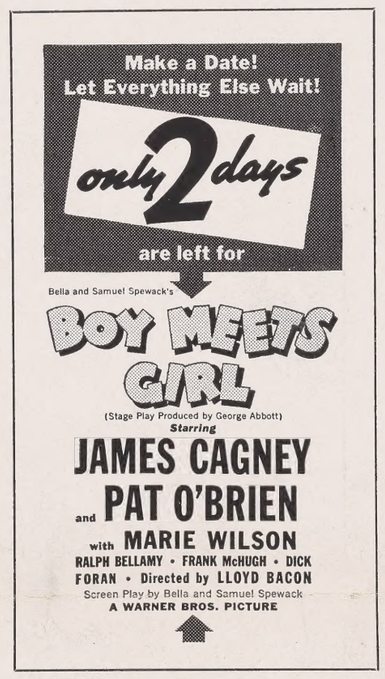
JAMES CAGNEY
The Comedy of the Century!
PAT O'BRIEN
Bella and Samuel Spewack's
BOY MEETS GIRL
(from the play produced by George Abbott)
also
MARIE WILSON • RALPH BELLAMY
FRANK McHUGH • DICK FORAN
Directed by LLOYD BACON
Screen Play by Bella and Samuel Spewack • A WARNER BROS. PICTURE

Mat 123 — 15c — 28 lines

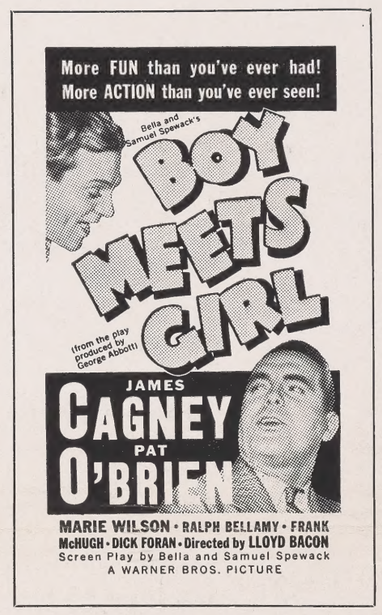
Wait No Longer! Look No Farther!
. . . Come today for the swellest fun your entertainment-money can buy!
JAMES CAGNEY
Bella and Samuel Spewack's
BOY MEETS GIRL
PAT O'BRIEN
(from the play produced by George Abbott)
MARIE WILSON
RALPH BELLAMY • FRANK McHUGH • DICK FORAN
Directed by LLOYD BACON
Screen Play by Bella and Samuel Spewack
PRESENTED BY WARNER BROS

Mat 124 — 15c — 51 lines

This ad also shown in 2 column size on page 5


Make a Date!
Let Everything Else Wait!
only 2 days
are left for
Bella and Samuel Spewack's
BOY MEETS GIRL
(Stage Play Produced by George Abbott)
Starring
JAMES CAGNEY
and PAT O'BRIEN
with MARIE WILSON
RALPH BELLAMY • FRANK McHUGH • DICK FORAN • Directed by LLOYD BACON
Screen Play by Bella and Samuel Spewack
A WARNER BROS. PICTURE

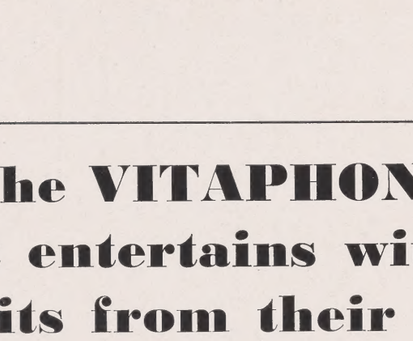
Mat 117 — 15c — 54 lines


More FUN than you've ever had!
More ACTION than you've ever seen!
Bella and Samuel Spewack's
BOY MEETS GIRL
(from the play produced by George Abbott)
JAMES CAGNEY
PAT O'BRIEN
MARIE WILSON • RALPH BELLAMY • FRANK McHUGH • DICK FORAN • Directed by LLOYD BACON
Screen Play by Bella and Samuel Spewack
A WARNER BROS. PICTURE

Mat 125 — 15c — 47 lines

The VITAPHONE TRAILER authentically advertises 'Boy Meets Girl' while it entertains with highlights of the picture, with the stars themselves doing bits from their own parts....In no other way can you effectively sell this attraction on your screen.

SELECTED VITAPHONE SHORTS



FLOYD GIBBONS — "*Night Intruder*" — A thrilling true adventure story related by Floyd Gibbons in his usual exciting manner.
(*Your True Adventure Series* — 3312 — 14 *minutes*)

BROADWAY REVUE — "*Sons of the Plains*" — Filmed in Technicolor and featuring the Mauch Twins, tells the story of two young boys during the settling of the West.
(*Broadway Brevity in Technicolor* — 3006 — 19 *minutes*)

TECHNICOLOR CARTOON — "*The Major Lied Till Dawn*" — A satire on the exploits of wild animal hunters. Tellers of tall tales come in for some grand ribbing.
(*Merry Melody* — 3418 — 7 *minutes*)

CARTOON — "*Porky and Daffy*" — Daffy Duck as a prize fighter, with Porky Pig as manager are the elements of this laugh-riot.
(*Looney Tunes* — 3615 — 7 *minutes*)

MECHANIX ILLUSTRATED — Filmed in natural color. Presents methods of making paint, the use of the ultra violet ray, and the freezing of foods for preservation.
(*Colortour Adventure* — 3511 — 10 *minutes*)

MELODY MASTER — "*Saturday Night Swing Club*" — A real "jam session" with Bobby Hacket and Orch., Leith Stevens and Orch., Paul Douglas and Chauncey Morehouse. (*Melody Masters* — 3717 — 10 *minutes*)

OFFICIAL BILLING

WARNER BROS.	40%
Pictures, Inc., Presents	5%
Bella and Samuel Spewack's	1%
"BOY MEETS GIRL"	100%
Stage Play Produced by George Abbott	1%
Starring	30%
JAMES CAGNEY and PAT O'BRIEN	100%
with	
MARIE WILSON • RALPH BELLAMY	50%
FRANK McHUGH • DICK FORAN	30%
Directed by Lloyd Bacon	25%
Screen Play by Bella and Samuel Spewack	3%
A Warner Bros. Picture	5%

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